

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

January 8, 2013

4:00 – 6:00 p.m.

AMPAS Pickford Center
1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Brian Folb, President, Paramount Contractors
Duke Gallagher, Treasurer, The Production Group
Carol Massie, Secretary, McDonald's Restaurants
Fabio Conti, Fabiolus Cucina
Kitty Gordillo, Hollywood Wilshire YMCA
Melissa Logan, Amoeba Music
Harout Markarian, Western Diocese of the Armenian Church
Elizabeth McDonald, Los Angeles Film School
Fred Rosenthal, Ametron

Absent

Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios
Charles Eberly, The Eberly Company
John Given, City Build Advisors
John Lupo, JMPL Property Management
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Mike Smith, Broadreach Capital

Consultants

Sarah Besley, Executive Director
Bill Farrar, Andrews International
Kerry Morrison, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Steve Seyler, Andrews International
Devin Strecker, Hollywood Property Owners Alliance

Board member-elect

Katie Seymour, Windsor Properties
Arthur Stroyman, Kilroy Realty Corporation

Guests

Sheryl Brady, Vagabond Motel Redevelopment
Sam Patel, Vagabond Motel

I. Call To Order

President Brian Folb called the meeting to order at 4:10 p.m.

II. Public Comment & Introductions

Sheryl Brady, representing Sam Patel, presented on the Vagabond Hotel Project. They are proposing the demolition of the existing 54-room hotel at 1135 Vine Street and construction of a new, 112-room, five-story hotel and café with subterranean parking. The project will feature an urban façade, street landscaping, and

some parking on ground level adjacent to lobby. The operator will be an upscale brand yet to be selected. The developers hope to begin in approximately 14 months; the plans are currently under review by the city. The development will cost about \$7M. The developers would appreciate letters of support from individual board members for the project.

III. Approval of Board Minutes

A. Minutes from December 11, 2012

Copies of the minutes were emailed to the Board and hard copies were distributed at the meeting.

It was moved by Kitty Gordillo, seconded by Elizabeth McDonald and CARRIED to approve the Minutes from the meeting on December 11, 2012. The minutes were unanimously approved.

IV. Treasurer's Report

A. Treasurer's Report ending December 31, 2012

A balance sheet, yearly cash flow statement and reconciliation report, prepared by Gallagher, were distributed to the board. As indicated on the 2012 cash flow statement, the CHC ended the year with \$74,390.91 in rollover funds. In addition, \$56,867.62 remains from the 2007 – 2011 BID account. Gallagher reported that he does not expect any assessment revenue from the 2012/2013 to arrive until February, but there is enough money in the bank to cover bills until then.

It was moved by Harout Markarian, seconded by Fabio Conti and CARRIED to approve the Treasurer's Report ending December 31, 2012. Unanimously approved.

V. Committee & Program Reports

A. Staff Reports

1. **Presentation from IDA Conference:** Mariani and Strecker presented the "Top 10 Things We Learned at IDA." They had both attended the International Downtown Association conference in Minneapolis last September.

B. Marketing and Communications

1. **Sunset & Dine:** Strecker said the committee has already begun to work with AMPAS to plan the next event, tentatively scheduled for June 6. He encouraged any interested board members to participate in the planning process.
2. **Trash can plaques:** Strecker showed the board the design for the new trash receptacle plaques, which is based on of the illustrations from the pole banner competition. The board approved the purchase of 500 new plaques at their December meeting.

C. Security Committee

1. **Year End Report:** Seyler reported that Andrews International is in its sixth year of providing security services to the BID. They have lately made an effort to be more visible, with bike patrols, T-3 patrols, and foot patrols. They meet with homeless outreach providers every other week, and see LAPD as their most important partnership. In the past year, they made 240 arrests in the BID, 160 of which were alcohol related. He detailed some of the

notable arrests and incidents over the past year, stating that the team's focus is on problem solving.

2. **Update on security contract negotiations:** Mariani said the working group has agreed in principal on a five-year contract with Andrews International, and hopes to have a draft contract later this week. Andrews is currently working on a month-to-month basis.
3. **Hollywood Homeless Count:** Mariani reminded the board that the homeless count will be taking place Thursday, January 31st. The HPOA is once again serving as the coordinator for the Hollywood count and is seeking approximately 200 volunteers.

D. Streetscape Committee

1. **Freeway off-ramp maintenance project:** Besley is currently preparing the grant application due to DWP by January 31st. As discussed in December, the Streetscape Committee is requesting the grant to clean up the six major freeway off-ramps leading into Hollywood. The funding available between both the Hollywood Entertainment District and Sunset & Vine BIDs is \$10,000, which would allow Cleanstreet to clean the ramps approximately sixteen times during the year.
2. **Update on MTA Call for Projects grant advocacy:** HPOA staff has a meeting scheduled on January 15th with Jeff Briggs, Leron Gubler, and Linda Siegel from the Historic Trust to discuss various scenarios to capture the Metro grant funds. Metro has informed Besley that the prospect of obtaining the CRA monies is doubtful, however they are willing to consider allowing the HPOA to raise funds in their stead. Besley will report on the outcome of the meeting in February.

E. Nominating Committee

1. **Election of officers:** Gordillo said the nominating committee is looking for officer candidates to serve one year terms, which they will present at the February board meeting. Besley added that the board has the opportunity to appoint advisory board members, such as members of the police department or a representative from a city department. Any suggestions can be forwarded to HPOA staff, nominating committee or board president.

VI. New Business

- A. **CHC/HPOA Service Agreement:** Rosenthal and Folb said they inquired with other BID management firms into their pricing, and found the fees currently paid by CHC to HPOA were in comparable to other BID organizations in Los Angeles. Besley included an interlineated copy of the CHC/HPOA service agreement reflecting the changes that Jeff Briggs recommended – i.e. the inclusion of a whistleblower policy, conflict of interest policy and document retention policy. The compensation terms remain unchanged from the previous year.

It was moved by Kitty Gordillo, seconded by Carol Massie and CARRIED to approve the CHC/HPOA Service Agreement for one year. Unanimously approved.

- B. **Court cases related to general v. special benefit:** Besley reported that she had spoken with Estela Lopez at the CCEA, who reported that there was some ambiguity in the judge's decision that they hoped to clarify in the coming weeks. The BID Consortium is dedicating a large portion of their upcoming meeting to this issue and HPOA staff will brief the CHC board on any outcomes in February.

- C. **Mayoral Candidates:** Besley referred the board members to the letter included in their packets, from the BID Consortium to the five mayoral candidates. Among several requests, the BID Consortium is asking the mayor-elect to appoint a staff-person in the Mayor's Office to serve as a liaison to the 39 BIDs throughout the city.
- D. **AB 5 (Ammiano):** The board received copies of AB , referred to as the Homeless Bill of Rights and Fairness Act, introduced by Assemblymember Tom Ammiano in December. Among the provisions, the bill would grant homeless individuals unrestricted access to public services, business establishments, sidewalks and public areas, and the right to keep personal belongings in public areas and urinate in public. Besley reported that the California Downtown Association, BID Consortium, and other business advocacy organizations are monitoring this bill very closely. Due to the Brown Act, HPOA staff was unable to place an action item on the agenda, however the CHC board may take a formal position on the bill next month.

VII. Old Business

- A. **Meeting with CAO Miguel Santana:** Besley reported that she, Leron and representatives from Guggenheim Partners met with Miguel Santana and staff from the Mayor's Office on January 4th to introduce the concept of a concession agreement with the city of Los Angeles for the oversight of the five city-owned parking structures in Hollywood. Santana is very interested in the concept and asked that the community continue to work on the management structure and make an unsolicited offer to the Mayor's Office to trigger an RFP. HPOA staff has another meeting scheduled with Guggenheim and the Chamber and will report back to the Board in February.
- B. **Stakeholder Survey:** Due to time, Besley reported that she will share results of the survey at the next board meeting.

IX. NEXT MEETING: February 12, 2013

The meeting was adjourned.